

MSM Fininco AG joined UN Global Compact in May 2003. The company is one of two core members of the MSM Group, a multidisciplinary team supporting mainly business customers with management consulting, selected financial products, legal advice and administrative and infrastructure support. Clients are predominantly medium sized Swiss companies, and enterprises of all sizes from abroad, for their Swiss matters.

The group was created in 1999 by three persons and counts now around 35 partners and employees (full and part time), of which approximately 20 work for MSM Fininco. Most of the following applies to the whole MSM Group. During the Group's first five years of existence, much of the resources had to be invested in the survival and growth of the business. Nevertheless, considerable results can be shown, which were achieved on a low budget. Because human rights are respected and labour laws are well regulated in Switzerland, and that the Group has, with one exception, no permanent presence abroad, the emphasis of our efforts has been related to environmental issues.

Cooperation with the sustainability department of the local business school has been established, and a group of students produced an extensive report concerning the situation and challenges of our business in this respect. A number of its findings have been used for concrete action. We believe that the main effect we can have is in our role as a multiplier, when supporting other companies. Future effort, for furthering the GC principles, will therefore focus on this aspect.

In summer, the undersigned participated in the kick off meeting of the Swiss local GC group and contributed small business views and needs.

In particular, we can report as follows:

Human Rights

Principle 1: support and respect the protection of internationally proclaimed human rights

This principle is maintained in the company and in our entire business environment.

Principle 2: not be complicit in human rights abuses

This principle is maintained in the company and in our entire business environment.

Labour Standards

Principle 3: uphold the freedom of association and the effective recognition of the right to collective bargaining

These rights are granted by Swiss law and are not of relevance for small companies. Moreover, this is the only one of the GC principles for which we believe that, in parts of our region (Europe), it is

over-emphasised and produces more damage (unemployment) than use. But this does not apply of course on a global scale.

Principle 4: eliminate of all forms of forced and compulsory labour

This principle is maintained in the company and in our entire business environment.

Principle 5: abolish child labour

This principle is maintained in the company and in our entire business environment.

Principle 6: eliminate discrimination in respect of employment and occupation

This principle is maintained in the company and in our entire business environment.

Our company applies much higher standards which comprise, among others:

- regular personal talks between the CEO with each single employee, to give them the opportunity to express themselves
- a structured process to find each employee's motivators and de-motivators
- mutually agreed objectives and incentives
- a monthly "general assembly" of all partners and employees
- a salary system that grants basic income security and the potential to participate considerably in the business success
- regular social events.

Environment

Principle 7: support a precautionary approach to environmental challenges

- Our offices are directly opposite the railway station, so that all our clients and employees can easily commute by public transport.
- Employment candidates who live close to the offices and can come to work on foot or by bicycle are preferred. If no such candidates are available, those who come by public transport are preferred. So only about 20% of all partners and employees regularly use the car to come to work.
- We participate in a local programme to reduce and optimise mobility.
- We neither give nor pay for parking space at the office, to anyone.
- Strict procedures regarding waste disposal are in place. All waste is separated and recycled if possible, using the excellent public infrastructure.
- Special switches for all electronic equipment have been installed, so that the standby/overnight use of electricity is minimal.

Principle 8: undertake initiatives to promote greater environmental responsibility

In this principle lies our main potential for future activities. We will set up procedures and check-lists to use our role as a multiplier. Internal education on this subject is being built up, and future projects are described below.

Principle 9: encourage the development and diffusion of environmentally friendly technologies

In our activity in the start-up sector we prefer environmentally friendly ventures, for example by granting them more favourable conditions and recommend them to investors and business partners. Activities such as motorcar racing are excluded from our start-up support programs.

Anti-Corruption

Principle 10: work against all forms of corruption, including extortion and bribery

This principle is maintained in the company and in our entire business environment.

Pending Developments

In future it might be possible to become active also in the areas that in Switzerland need no special attention, as they (human rights and labour laws) are well respected anyway.

We will take such opportunities when they arise and include this in the education programmes.

Negotiations are in progress with an environmental lawyer, to take over the responsibility for the GC and sustainability matters of the Group. This will further our activities for Principle 8 in two ways, by:

- establishing the GC principles and in general corporate social responsibility as a leading guideline in our consulting, investment and other activities
- creating specific products and services in this area.

Our latest initiative is to become completely CO₂ neutral, using the platform of myclimate.org. We are presently collecting and structuring data so that we will be able to pay the amount of CO₂ reducing measures to weigh out all our production.

Jürg Martin